

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BAE1834 – ENGLISH FOR BUSINESS STUDIES
(All sections / groups)

7 OCTOBER 2016
3.00 p.m. – 5.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question Paper consists of SEVEN pages.
2. Answer ALL questions in Sections A, B and C.
3. Write all your answers in the Answer Booklet provided.

SECTION A: READING COMPREHENSION [20 MARKS]

Instructions: Read the passage carefully and answer ALL questions that follow.

Succeeding With Outsourcing Time to Reinvest for Success

- 1 The never-ending recession mentality over the past five years has led many 1
U.S. apparel companies to view outsourcing solely as a cost-saving measure.
With a hypersensitivity towards profit margins, these companies justify
outsourced manufacturing with lower costs and better-looking accounting
numbers. 1. While efficiency is important and 5
outsourcing can help to reduce manufacturing costs, these companies cannot cut
their way to creating the next design trend. Instead, they must look for
opportunities to invest in people and technology that help create higher value
products. This is why apparel companies should never view outsourcing as just a
way to save money, but instead as an opportunity to reallocate money in ways 10
that will lead to the creation of more desirable garments. Not only will *this*
ultimately result in a more successful apparel company, but it will also spawn the
kind of business that creates more jobs both around the world and here in the U.S.
To keep their outsourcing edge and balance cost cutting with innovation, fashion
companies need to continue investing in new manufacturing techniques, find new 15
ways to inspire their designers and invest in global teams and global collaboration
tools.
- 2 One way that U.S. companies can reallocate their substantial savings from
outsourced manufacturing is by investing in new manufacturing techniques.
Apparel companies often think about innovation as creating the next great design. 20
While this is certainly a valid pursuit, developing new technology for
manufacturing techniques can also play a very important role in adding to a
product's value. For example, consider jeans. One factor that has the greatest
effect on the value of jeans is the wash. Apparel companies have developed a
number of wash techniques over the years. But each year companies still find 25
opportunities to create higher value jeans by developing innovative new
techniques that produce a distinct wash finish. 2.
- 3 Whether an apparel company produces new techniques for finishing jeans or
constructing underclothes, investing in new manufacturing techniques can greatly
contribute to the success of an apparel product. There is no magic formula for 30
finding the inspiration that can lead to an innovative and highly sought-after
clothing line. Apparel companies, however, can help lead their designers down
the path of inspiration by making sure they are sensitive not only to the trends in
their own cultures, but the design tastes of a variety of audiences. By
understanding the likes and dislikes of people from different countries, designers 35
are better armed to create clothes that appeal to a wider customer base.
Companies that outsource their manufacturing are not only able to have their
designers visit areas where manufacturing facilities are located, but also have the
opportunity to reallocate these cost savings to world tours for their designers.
- 4 3. For instance, if a designer puts an idea 40
on Facebook and has a global following, she is able to get feedback from a larger
audience than if she just shared the design internally. Burberry is one example of

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a fashion house that has heavily invested in social media as a design and customer engagement tool. The company released a video that discusses in depth how social media is helping its design team day in and day out. As the CEO says, "Wherever the customer is, as soon as they say something about the Burberry brand, we should be able to hear it." Social media feedback is free and can be incredibly valuable in contributing to a designer's next great idea. All that apparel companies have to do is invest in the tools that help designers effectively engage with their customer base through social channels.

5 With the aim of being the first company to identify the next fashion trend and marrying that trend with a fantastic new clothing line, apparel companies must look for ways to have their teams produce their ideas more effectively and efficiently. One way of doing this is putting in place global design teams in addition to global manufacturing teams, and arming these teams with the technology they need to collaborate seamlessly.

6 4. They greatly reduce cycle times by allowing design teams around the world to share and modify their colleagues' ideas 24/7. If one designer sees the next great idea at a fashion show, she can instantly share this idea via iPad with her entire team. By providing an efficient platform that allows for continuous collaboration, PLM systems help apparel companies not only react more quickly to changing trends, they help design teams to be so in tune with what is happening around the world that they are actually setting trends.

7 Market-leading apparel companies are the ones that put in place the people and technology to set new trends and create new market demand. Apparel companies that strive to be market leaders cannot afford to think of outsourcing as a way of cutting costs. 5.

Adapted from: Goyal, V. (2013, 13 July) *Succeeding With Outsourcing. Time to Reinvest for Success*. Retrieved from <http://apparel.edgl.com/news/Succeeding-with-Outsourcing--Time-to-Reinvest-for-Success!87188>

Question I (5 marks)

Instructions: Decide which of the sentences (a) – (e) best fits in each of the boxes 1-5 in the passage.

- a. Social media is also a fantastic tool for increasing sensitivity to the design tastes of a global audience.
- b. Product lifecycle management (PLM) processes and systems are great investments for facilitating this collaboration.
- c. But this cost-cutting craze is at odds with many apparel companies' long-term focus on being or becoming market leaders.

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- d. If an apparel company that makes jeans is saving a significant amount of money from outsourcing, the company might want to consider investing in new manufacturing techniques for jean washes. ☐
- e. They must think of these savings as opportunities to invest in global environments armed with the people and technology that help to drive innovation and lead to success. ☐

Question II (5 marks)

Instructions: Find a word or phrase in the passage for each of the meanings below.

Example (0) without another or others; singly; alone - solely (Paragraph 1)

- a. to cause something to develop or begin (Paragraph 1)
- b. a new method, idea, product, etc. (Paragraph 2)
- c. in demand and highly wanted (Paragraph 3)
- d. become involved or have contact with someone or something (Paragraph 4)
- e. equipping to prepare or be ready for something (Paragraph 5)

Question III (2 marks)

Instructions: Provide the reference words from the passage.

- a. *this* (line 11)
- b. *they* (line 62)

Question IV (2 marks)

Instructions: State *True* (T) or *False* (F) for the following pronouns in the passage.

- a. Outsourcing is the only way for apparel companies to save money and continue to be the market leader.
- b. Apparel companies must ensure that their designers are sensitive only to the trends of their own culture.
- c. The main idea in this passage is that outsourcing is a means of savings to invest for further innovations rather than seeing it as a way of cutting costs.
- d. Apparel companies not only have to be innovative but also develop new technologies for manufacturing techniques in order to create an added value to their products.

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Question V (6 marks)

Instructions: Answer the following questions in complete sentences.

- a. Explain the phrase "... better looking accounting number." (line 4-5) (1 mark)
- b. Give two advantages of outsourcing for apparel companies. (1 mark)
- c. State two tools that apparel companies need to invest in order to be successful. (2 marks)
- d. Why are the product lifecycle management (PLM) processes and systems seen as great investments for facilitating the collaboration of the design teams and the manufacturing teams? (2 marks)

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SECTION B : GRAMMAR [15 MARKS]**Question I – Word Formation (5 marks)**

Use the word given in capital at the end of each line to form a suitable word using an affix or affixes that fits the space in the same line. The first one has been done for you.

Corporate Social Responsibility

Corporate social (0) responsibility (CSR) refers to business practices involving (1) _____ that benefit society. A business's CSR can (2) _____ a wide variety of tactics, from giving away a portion of a company's proceeds to charity, to implementing "greener" business operations.

RESPONSIBLE
INITIATE
COMPASS

Liz Maw, CEO of nonprofit organization Net Impact, noted that CSR is becoming more mainstream as forward-thinking companies embed (3) _____ into the core of their business operations to create shared value for business and society.

SUSTAIN

"This isn't just important for people and the planet, but also is vital for business success," said Maw, whose company connects students and professionals who want to use business skills to do social good. "Communities are grappling with problems that are global in scope and (4) _____ multifaceted — Ebola, persistent poverty, climate change. The business case for engaging in corporate social responsibility is clear and (5) _____."

STRUCTURE

MISTAKE

"More practically, CSR often represents the policies, practices and initiatives a company commits to in order to govern themselves with (6) _____ and transparency and have a positive impact on social and (7) _____ wellbeing," added Susan Hunt Stevens, founder and CEO of employee engagement platform, WeSpire.

HONEST
ENVIRONMENT

As consumers' (8) _____ about global social issues continues to grow, so does the importance these customers place on CSR when choosing where to shop. However, consumers are not the only ones who are drawn to businesses that give back. Susan Cooney, founder of crowdfunding philanthropy platform, Givelocity, said that a company's CSR strategy is a big factor in where today's top talent chooses to work.

AWARE

"The next generation of (9) _____ is seeking out companies that are focused on the triple bottom line: people, planet and revenue," Cooney told Business News Daily. "Coming out of the recession, corporate revenue has been getting (10) _____. Companies are encouraged to put that increased profit into programs that give back."

EMPLOY

STRONG

Adapted from Caramela, S. (2016). *What is Corporate Social Responsibility?* Business News Daily. Retrieved from <http://www.businessnewsdaily.com/4679-corporate-social-responsibility.html>

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Question II – Phrasal Verbs (5 marks)

Instructions: Choose the most suitable phrasal verb and put it in the **CORRECT VERB FORM**.

<i>call off</i>	wander over	care about	flick through	jump back	blow down
	look across	roll down	stumble upon	checked out	go up

Example: The wedding was called off when the bride said she was a man.

1. The hurricane had _____ the traffic signals and electricity cables all over town.
2. Mick very rarely left the farm and only _____ to London every few years to meet with his family solicitor.
3. My friend, Maria would like to show us some photos of our trip. We _____ the album recognising some familiar sights.
4. All of a sudden, I _____ pointing to a very familiar picture. I simply could not believe my eyes!
5. The women had tears _____ their faces – they couldn't believe what had just unfolded.
6. He had already changed the location five times for security when, after half an hour, he _____ the window from his current spot.
7. A remnant of the race exists in each of the provinces, while a few tribes still _____ the interior.
8. My plants are almost dead anyway, so do not give them any attention while I'm on vacation. I don't really _____ them.
9. In May 2013, Andrew Josephson was clearing a spot in his parents' basement for his university gear, when he _____ a mysterious old set of CDs.
10. We stood on a bridge or the bow, _____ out _____ the water and ice.

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Question III – Conditionals (5 marks)

Instructions: Complete the sentences by using the correct form of the conditionals. The first one has been done for you.

Example: Jack did not do well in his job interview. He does not read the newspaper regularly.

If Jack reads the newspaper regularly, he can do well in his job interview.

1. We couldn't go to the concert because we didn't have enough money.
If we _____.
2. I would have visited you, but I didn't know that you were at home.
I _____.
3. It wouldn't have been a good meeting without Rosa.
It _____.
4. Your motorbike won't start. I suggest kicking it.
If you _____.
5. I didn't find the keys because they were not in the drawer.
If the _____.

SECTION C: WRITING [25 MARKS]

Instructions: Read the description and complete the given task below using open punctuation and fully blocked layout of a formal letter.

You work as a **Business Development Executive** in Grand Health Incorporated, a fitness and health company. The company is aggressively expanding its business to secure higher market share in the industry.

You have heard of a release of a new fitness machine. Compose **an inquiry letter** (of about 250-300 words) requesting information on the new product.

Among other necessary details, include the following pertinent details like:

- Product details
- Special discounts
- Available services
- Purchase requirements

You need to include all the other necessary details in the content of the letter to make your message effective.

End of paper